



ASHOKA U.S.

PARTNERING FOR **IMPACT**

From the day Ashoka founded the field of social entrepreneurship nearly 40 years ago, aligned philanthropic partners have fueled our growth and impact. These partnerships can take many forms, but very often they include one or more of these core focus areas: supporting systems-changing entrepreneurs, amplifying innovative ideas and insights, and shaping an everyone a changemaker world.

Over the next few pages, we dive deeper into these pathways for support and spotlight some examples of partnerships to spark further discussions with interested partners.



SUPPORT **SYSTEMS-CHANGING** ENTREPRENEURS

In the U.S., Ashoka Fellows are at the leading edge of the most significant social and economic issues of our time — increasing access to quality education, introducing solutions to mass incarceration, caring for an aging population, combating climate change, and more. All have one thing in common: a breakthrough idea, in action. Ashoka’s role is to bet on entrepreneurial leaders at a key time in their trajectory where minimal resources have maximum leverage.

Our most common partnerships involve the support for groups of new Ashoka Fellows across issue and/or geographic lines. The average cost of supporting a new Ashoka Fellow in the United States is \$180k. **This includes supporting:**

1. **Ashoka’s time-tested discovery process of identifying promising new solutions sometimes in hard-to-reach places**
2. **New Ashoka Fellows directly via a three-year financial stipend, and**
3. **Lifetime Fellow membership in Ashoka’s national and global network of peers**

Once successfully vetted, candidates become Ashoka Fellows and receive financial support for 3 years of up to \$150,000 total per Fellow, as well as access to mentoring, advice and a unique national and global network of peers. Our impact data shows that over 90% of Fellows credit Ashoka with helping them deepen or refine their strategy. 83% change a system within 10 years of their election. 80% of Ashoka Fellows globally collaborate with at least one other Fellow.

90% of Fellows **see their ideas replicated** independently

93% of Fellows are **pursuing their original objective** even 10 years after election

57% of Fellows **change a national policy** within 5 years of their election

Recent Ashoka partnerships within this focus area include:



The Noorda Foundation: This four-year partnership with the Utah-based Ray and Tye Noorda Foundation supports the search and selection of new Ashoka Fellows across the Midwest and Mountain West as part of our All America initiative to push the boundaries of our field beyond the coastal bubbles.



Boehringer Ingelheim: This multi-year partnership with a family-owned German pharmaceutical company supports new Fellows across the globe who are at the frontier of health care innovation, quality, and access.



AMPLIFY INNOVATIVE IDEAS & INSIGHTS

In addition to supporting individual social entrepreneurs, Ashoka works extensively to get their solutions and insights out into the world. This can include everything from the specifics of getting dozens of cities to work collaboratively in setting goals to end homelessness, to ideas about new kinds of inclusive leadership that should become models for aspiring changemakers.

We work closely with foundation, corporate, and media partners to amplify the work of Ashoka Fellows so that their ideas and impact stretch well beyond the walls of their organizations. This can take many forms, from virtual “[Huddle](#)” learning sessions among Fellows to trend pieces on our Forbes.com blog to our new [Welcome Change](#) conversation tour that brings together 3-4 Fellow across a thematic area in a public conversation.

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AT&T Foundation: AT&T Foundation is committed to supporting a more diverse cohort of both business and social entrepreneurs in the United States. In 2019 they supported various amplification initiatives including a Welcome Change conversation featuring [innovations from rural America](#) and hosted by Jim Fallows of The Atlantic.



Cole Haan: 100-year old company Cole Haan is designing a strategy to reach its customers as future changemakers, using the stories of Ashoka Fellows to inspire and inform.



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SPOTLIGHT: WE SEE CHANGEMAKERS EVERYWHERE

In 2017, with the help of an award grant, we published a magazine featuring changemakers — historic and current — from all corners of the United States. The goal was to contribute to a new narrative where we see things through a lens of solutions and where we celebrate the incredible people and resources working in our communities every day to shape a more just, equitable future.



SHAPE AN **EVERYONE A CHANGEMAKER** WORLD

Ashoka's guiding vision is of an "Everyone a Changemaker" world — where all people have the freedom, confidence, and support to be changemakers for the good of all. Ashoka Fellows are critical for getting there because they are masters at creating roles for people from all walks of life to participate in solution making — whether truck drivers, fishermen, teachers, backpackers, women with incarcerated loved ones, or more. They are the architects of a future where many fewer people will need to be "served."

But over the last 20 years, Ashoka has also developed a series of initiatives and programs — rooted in the learning of our Fellows — designed to move society closer to this vision. This includes everything from an empathy initiative meant to shift the culture of K-12 education to a collaboration with a network of 50 universities across the globe to embed social innovation and community service more deeply into their curriculum and goals.

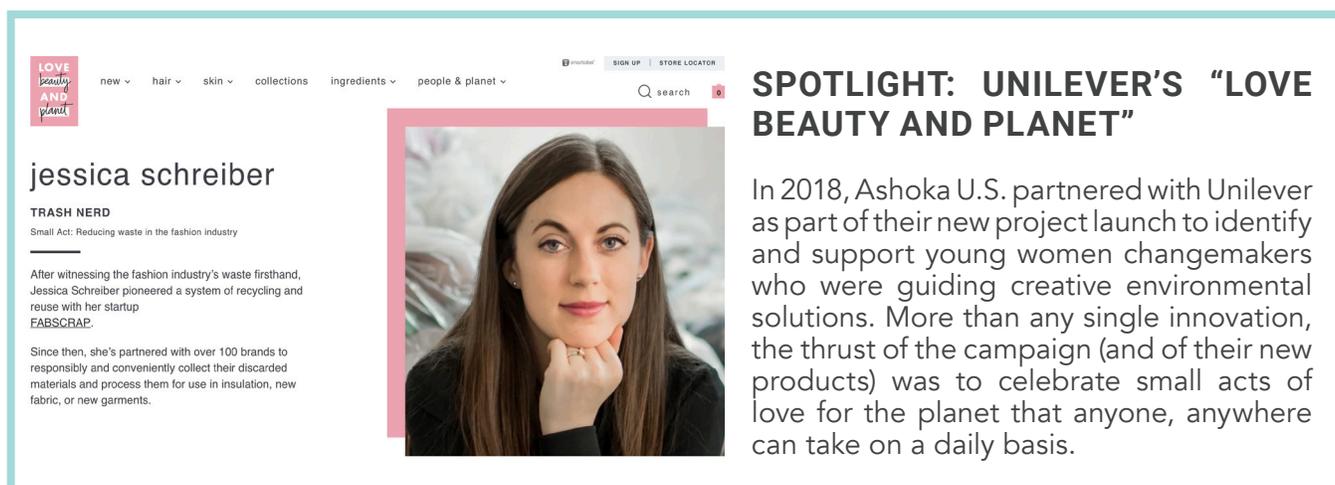
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Einhorn Charitable Trust: With the support of the Einhorn Charitable Trust, Ashoka launched a multi-year effort to prioritize empathy as much as math and reading in early education.



T-Mobile: In 2018 Ashoka's Youth Venture program ran a [national campaign](#) with T-Mobile to identify and celebrate Ashoka Young Changemakers (age 12-20) who were taking extraordinary steps to address a range of social problems in their schools and communities.



LOVE beauty AND planet

new ▾ hair ▾ skin ▾ collections ingredients ▾ people & planet ▾

SEARCH

jessica schreiber

TRASH NERD
Small Act: Reducing waste in the fashion industry

After witnessing the fashion industry's waste firsthand, Jessica Schreiber pioneered a system of recycling and reuse with her startup **FABSCRAP**.

Since then, she's partnered with over 100 brands to responsibly and conveniently collect their discarded materials and process them for use in insulation, new fabric, or new garments.



SPOTLIGHT: UNILEVER'S "LOVE BEAUTY AND PLANET"

In 2018, Ashoka U.S. partnered with Unilever as part of their new project launch to identify and support young women changemakers who were guiding creative environmental solutions. More than any single innovation, the thrust of the campaign (and of their new products) was to celebrate small acts of love for the planet that anyone, anywhere can take on a daily basis.